Programme: DBM/PGDBM/DMM/PGDM/DBFM/PGDBFM

Academic year: 2013 – 2014
Subject: Consumer Behaviour

Date: 21.12.2013

Semester: II
Course: New
Marks: 70
Time: 11.00 a.m. to 2.00 p.m.

Instructions: Candidates should read carefully the instructions printed on the question paper and on the cover of the answer book which is provided for their use.

Q1 Attempt any 2 out of 5 (Marks 10)

a) Briefly explain brand image with illustrations.
b) What are the factors affecting consumer behavior?
c) Explain the functions of channels of distribution.
d) Bring out the difference between rural and urban consumer behavior.
e) Discuss primary data collection.

Q2 Write short notes on following (Any 2) (Marks 10)

a) Maslow’s Hierarchy of Needs
b) Halo effect
c) Classical conditioning
d) Social groups
e) Diffusion of innovation for product.

Q3 Attempt any 3 out of 5 (Marks 30)

a) Explain the disciplines involved in the study of consumer behavior.
b) Distinguish between self image and Brand Image.
c) Explain the role of culture, social class and reference groups in influencing the field of study of consumer behavior.
d) What is perception? Explain its implications on consumer buying behavior.
e) Discuss some prominent changes in various demographic segments that have affected business globally.

Q4 Attempt any 2 out of 3 (Marks 20)

a) Discuss aims and objectives of consumer protection laws.
b) Discuss the steps in consumer decision making process.
c) You are a marketing manager of a new IT company who has started offering Tablets lower than the cost of other tablets available in the market. What do you think are the factors and marketing segmentation strategy for consumer behavior as a marketing manager you will have to prepare.